What Is Claimed Is:

1. A method of driving a liquid crystal display device during one display frame, comprising the steps of:

applying one of a high-level common voltage and a low-level common voltage to a plurality of liquid crystal cells of the liquid crystal display device to write data into the liquid crystal cells within a time interval shorter than one display frame interval; and

turning on a backlight after said data writing to display an image.

- 2. The method according to Claim 1, further comprising the step of: allowing the liquid crystal cells to respond according to the data written between the time when the data is written and when the backlight is turned on.
- 3. The method according to Claim 2, wherein during the step of allowing, a common voltage lower than the high-level common voltage and greater than the low-level common voltage is applied as a reference voltage to the liquid crystal cells.
- 4. The method according to Claim 1, further comprising the step of:

 re-aligning the liquid crystal cells after the step of turning on the backlight.

- 5. The method according to Claim 4, wherein at the step of re-aligning, one of the high-level common voltage or the low-level common voltage is applied.
- 6. The method according to Claim 4, wherein at the step of re-aligning, a common voltage having a polarity opposite to the common voltage applied when the data is written is applied.
- 7. The method according to Claim 1, wherein when data is being written, an effective voltage remaining in the liquid crystal cell is larger than a data voltage applied to the liquid crystal cell.
- 8. The method according to Claim 1, wherein the high-level common voltage is equal to or more than +15V.
- 9. The method according to Claim 8, wherein the high-level common voltage is equal to a gate high voltage applied to a gate electrode of a thin film transistor of the liquid crystal cell.
- 10. The method according to Claim 1, wherein the low-level common voltage is equal to or less than -5V.
- 11. The method according to Claim 10, wherein the low-level common voltage

14

is equal to a gate low voltage applied to a gate electrode of a thin film transistor in the liquid crystal cell.

- 12. The method according to Claim 1, wherein the driving method is applied to one of an optically compensated bend mode, a ferroelectric liquid crystal mode and a twisted nematic mode liquid crystal display device.
- 13. A method of driving a liquid crystal display device during one display frame, the method comprising the steps of:

inputting data signals to a plurality of liquid crystal cells; and allowing the liquid crystal cells time to respond to the applied data signals,

wherein one of a high-level common voltage and a low-level common voltage is applied to the liquid crystal cells as a reference voltage during the inputting step.

14. The method according to claim 13, wherein a common voltage lower than the high-level common voltage and greater than the low-level common voltage is applied to the liquid crystal cells as the reference voltage during the allowing step.

15

1-WA/1636335.1

- 15. The method according to claim 13, further comprising the step of: turning on a backlight after the step of allowing.
- 16. The methof according to claim 15, wherein one of the high-level and low-level common voltage is applied to the liquid crystal cells as the reference voltage during the step of turning on.
- 17. The method according to claim 15, further comprising the step of: re-aligning the liquid crystal cells after the step of turning on.
- 18. The method according to claim 17, wherein one of the high-level and low-level common voltage is applied to the liquid crystal cells during the step of realigning.
- 19. The method according to claim 17, wherein during the step of re-aligning, a common voltage applied to the liquid crystal cells has a polarity opposite to the reference voltage during the step of inputting.
- 20. The method according to claim 13, wherein the high-level voltage is equal to or more than +15V.

- 21. The method according to claim 13, wherein the high-level common voltage is equal to a gate high voltage applied to a gate electrode of a thin film transistor of the liquid crystal cell.
- 22. The method according to claim 13, wherein the low-level common voltage is equal to or less than -5V.
- 23. The method according to claim 13, wherein the low-level common voltage is equal to a gate low voltage applied to a gate electrode of a thin film transistor in the liquid crystal cell.
- 24. The method according to claim 13, wherein the driving method is applied to one of an optically compensated bend mode, a ferroelectric liquid crystal mode and a twisted nematic mode liquid crystal display device.